



Hollywood Property  
Owners Alliance  
Board of Directors

July 27, 2007

TO: Holly Wolcott  
Office of the City Clerk

FROM: Kerry Morrison  
Executive Director  
Hollywood Entertainment District POA

Subject: Second Quarter Report  
April 1, 2007 - June 30, 2007

As is required in our agreement with the City of Los Angeles, I am submitting  
our Second Quarter Report to summarize key activities of the Hollywood  
Entertainment District.

Lynda Bybee  
MTA

William Hertz  
Mann Theatres

Nathan Korman  
NEK, LLC

Ron Radachy  
Oasis of Hollywood

Hilary Royce  
Church of Scientology  
International

Alan Sieroty  
Sieroty Company

Thaddeus Smith  
The Music Box  
@Fonda

Frank Stephan  
The Claret Group

Tej Sundher  
Hollywood Guinness  
Museum

John Tronson  
Trenson Investment  
Group

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Kerry Morrison  
Executive Director

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on Hollywood Blvd. The BID presented to those in attendance an informative presentation on BID renewal and shared highlights from not only the last year, but also from the board retreat.

Monica Yamada appointed the nominating committee for this year's board member election. The Nominating Committee is John Tronson, Thaddeus Smith, and Michel Bolour. A mailing was sent to all property owners on July 12, 2007 informing them of five vacancies on the Board. The deadline for applications is the last Thursday in July.

## II. Security

A Security Open House was held on May 10, 2007 to invite board members as well as property owners and community members to come and view the new and improved BID Security Headquarters for both the Hollywood Entertainment District and the Sunset and Vine Business Improvement Districts. The headquarters is at Hollywood and Highland in a space donated by CIM Group, Inc.

The Board agreed to co-sponsor PATH's "H.E.R.O." Program which would begin in the Summer of 2007. The program reaches out to homeless individuals in the Hollywood area. Other groups sponsoring the program include the Sunset and Vine Business Improvement District, the Media District BID, and the CRA.

Andrews International, which began patrolling the BID area in January 2007 is on track to meet, if not exceed arrest totals from last year within the BID area.

Andrews International has also taken a proactive stance in helping to reach out to the homeless population in the Hollywood area. The company has begun working with outreach groups such as PATH, Social Services at Blessed Sacrament, Inc., My Friend's Place, and others in the community to give those in the homeless population another option to life on the street. In total, this year alone, Andrews has handed out over 2,000 referral cards to assists individuals who are living on the street.

Kerry Morrison and Dan Chismire, from CIM Group, Inc., testified before the Police Commission board to move the starting point for the Immigration march on June 24 from Hollywood and Vine to Hollywood and Ivar, due to the fact that construction at the "W" Hotel site could serve as a liability to attendees and officers. The two were successful in their efforts.

### **III. Streetscape Issues**

- At the April 19, 2007 meeting the Board approved a change order to amend the Clean Street Agreement through December 31, 2008. The change order reflects a monthly costs of \$56,621 which could be increased April 1, 2008 by a CPI inflator.

- The Board approved funding for the Chinese Elm trees along Ivar to be trimmed. It has been two years since the trees were last trimmed.

### **IV. Marketing Issues**

- The 2007-2008 Visitor's Guide and Map Campaign was begun with the Board approving an increased quantity of 400,000 maps produced this year. The map will now also feature businesses from the Sunset and Vine Business Improvement District. It is expected to be distributed in late July.

- A Ten-Year Timeline of the Hollywood Entertainment District was developed and completed by the BID. The Timeline shows the last ten years in Hollywood from a city and BID perspective. The board approved a quantity of 3,000 to be printed. The piece will be used as marketing collateral for the BID in the coming years.

### **V. OTHER**

- Surveys were distributed to property owners and representatives within the BID to try to get initial thoughts on BID Renewal as the BID will be looking to begin the process in late July.
- Morrison has begun working with various property owners within the BID area to develop a map of available parking for club and restaurant owners to post on their websites to help ease parking congestion in the BID.
- Morrison continues to consult with the Sunset and Vine BID, assisting in various developments between the group and vendors.

Annual Limits & Year-To-Date Totals								Quarter Ending June 30, 2007	
BUDGET LINE ITEM	ANNUAL BUDGET	REVENUE TO DATE	AMOUNT THIS QTR	AMOUNT THIS YEAR-TO-DATE	REMANDEER OF SPENDING FOR THIS YEAR	PROJECTED SPENDING FOR THIS YEAR	EXPLANATION OF VARIANCE	Assessment Income	Assessment Income
City Fees	24,406	-	-	24,382	-	-		Assessment Income	Assessment Income
Contingency	50,000	-	-	-	-	-		Administrative	Administrative
Admistrative	147,874	44,841	70,298	77,576	736,596	318,812	1,300,348	Security	Security
Marketing	672,138	169,863	332,413	339,725	763,752	82,153	291,086	Professional	Professional
Administrative	672,138	169,863	332,413	339,725	763,752	82,153	291,086	EDACMarketing	EDACMarketing
TOTAL	2,554,352	-	639,193	1,100,988	1,403,340	23,524	27,990	40,510	4,312.27
Other income (not included above):									16,495.40
DWP Grant									4,825.00
Assessment Penalties									Interest-LA City
Interest-other									Total other income as of June 30, 2007

HPOA 24-05		January Actual		February Actual		March Actual		April Actual		May Actual		June Budget		June Actuals		June		July		August		September		October		November		December		YTD		Original Budget		Difference	
<b>INCOME</b>																																			
	Gross Assessments																																		
	Protected Developments																																		
	Net Income																																		
	City Interest Income																																		
	Realty Income																																		
	Interest Income																																		
	Net Revenue																																		
	<b>Total Revenue</b>		1,500		820,397		365,731		3,381		20,895		833,505		295,424		362,119		1,500		91,500		1,200		1,000		500		100		2,417,286		2,417,286		
<b>EXPENSES</b>																																			
	Security Patrol																																		
	Security Contingency																																		
	Maintenance and Repairs																																		
	Maintenance contract																																		
	Marketing and Consulting																																		
	Marketing - Benchmark																																		
	Research																																		
	Marketing Consulting																																		
	Consulting																																		
	Accounting Fees																																		
	Administrative																																		
	Business Meals																																		
	Outsourcing/Books																																		
	Leisure																																		
	Health Insurance																																		
	Legal																																		
	Office Expenses																																		
	Software																																		
	Travel																																		
	Childcare																																		
	Automobile																																		
	Office Equipment																																		
	Rent																																		
	Bank Fees																																		
	Staff Salaries																																		
	Travel																																		
	Contingency																																		
	<b>Total Expenses</b>		172,302		174,784		175,434		180,240		278,980		238,718		200,017		(38,698)		244,250		210,980		201,980		200,240		203,680		2,590,325		1,145,194				
	Net Cash Flow																																		
	Beginning Cash																																		
	Adjustments																																		
	Beginning Assets																																		
	Ending Assets																																		
	Beginning Liabilities																																		
	Ending Liabilities																																		
	<b>Total Cash</b>		167,104		871,574,900		1,068,986		908,746		737,478		785,607		400,818		(24,089)		(19,490)		(200,490)		(226,160)		(182,740)		(203,580)		(132,640)		(186,471)		161,622		

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**Revenues received from the CJC Contract are deposited into the HPOA (non-BID) account**  
**#Beginning assets and beginning liabilities in April 2007 do not match ending assets and ending liabilities of March 2007 due to adjustments made when preparing the December 31, 2006 financial statements**

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